

COMMONWEALTH OF MASSACHUSETTS

Executive Office of Housing and Economic Development

OFFICE OF PERFORMANCE MANAGEMENT & OVERSIGHT

Massachusetts Small Business Development Center (MSBDC) Network

FISCAL 2016 ANNUAL PLAN

INTRODUCTION

The Massachusetts Small Business Development Center (MSBDC) Network Fiscal 2016 Annual Plan complies with the requirements of the Office of Performance Management Oversight created by Chapter 240 of the Acts of 2010 – An Act Relative to Economic Development Reorganization. It includes goals set for the year and the performance measurements by which to evaluate goals, programs, and initiatives.

AGENCY OVERVIEW

The Massachusetts Small Business Development Center Network contributes to the entrepreneurial growth of small businesses throughout Massachusetts by providing high-quality, in-depth advising, training, and capital access.

The Massachusetts Small Business Development Centers (MSBDC) provides one-to-one free comprehensive and confidential services focusing on, business growth and strategies, financing and loan assistance, and strategic analysis. The statewide program has three integrated product lines: Business Advisory Services, Government Contracting and International Trade Services. Services are delivered through a statewide network of skilled professionals supported by a vast network of federal, state, educational and private sector partners. In addition, low cost educational training programs are offered across the state targeted to the needs of small business. There is an MSBDC regional or satellite office located within 30 minutes of any potential client in the state through 6 regional and 2 specialty programs providing services at over 60 outreach sites across the state.

The MSBDC is a partnership of the U.S. Small Business Administration, the Massachusetts Office of Business Development and a consortium of higher education institutions led by the Isenberg School of Management at the University of Massachusetts Amherst and includes Clark University, Salem State College, University of Massachusetts Boston and University of Massachusetts Dartmouth.

NOTE:

This plan includes goals, strategies and measurements for the MSBDC Massachusetts Export Center.

FISCAL YEAR 2016 ANNUAL PLAN

GOALS	STRATEGY	MEASUREMENTS
Support Innovation and Entrepreneurship	<ul style="list-style-type: none"> • Provide high-quality, in-depth, one-on-one, professional management advisory services and training • Strive for a healthy 50% pre-venture and 50% existing business client mix to track startups, financing and job creation and retention • Assist high impact clients, including technology, manufacturing, and export businesses • Identify, support and collaborate with economic development organizations and programs that affect small business • Track and document impact at the advisor, center and state level • Continue to participate in third party impact studies through the ASBDC and internal MSBDC Network state office evaluations. • Through the Massachusetts Export Center, provide targeted, customized technical assistance and training to clients in the areas of international business development, global trade regulatory compliance, global supply chain management and global risk mitigation. • Through the Massachusetts Export Center's Compliance Alliance initiative, provide a forum for exporting firms to share best practices and stay current on export regulatory compliance issues. • Through the Massachusetts Export Center, continue to take a leadership role in the Massachusetts Export Outreach Team initiative to harness the resources of federal and state export service providers for coordination, collaboration and promotion of export opportunities to businesses. • Through the Massachusetts Export Center, pursue STEP Grant funding from the U.S. Small Business Administration to support small business exporters in the Commonwealth. • Participate in MassChallenge as mentors and assist clients with business planning and access to capital. 	<ul style="list-style-type: none"> • 1,000 jobs created and retained by clients through statewide business assistance • \$2M in state tax revenues generated by clients through statewide business advising • \$100M in sales revenues generated by clients through business advising • \$38M in capital secured by clients through statewide business advising • \$100M in export client sales increases thru the Mass Export Center • Maintain the Mass Export Center's Compliance Alliance membership to help businesses enhance their export compliance and global trade competitiveness • \$28M in government contracts secured by clients through advising • Have 2 client finalists in Mass Challenge
Economic Development Plan Alignment: Aligns with Support Innovation and Entrepreneurship		

Expand Our Culture of Innovation	<ul style="list-style-type: none"> • Maintain and expand working relationships with business and industry groups—i.e. Chambers, Mass Life Sciences sector, and financial institutions. • Maintain advising offices in Gateway Cities (Barnstable, Brockton, Fall River, Fitchburg, Lawrence, Lowell, New Bedford, Pittsfield, Salem, Springfield, Taunton and Worcester) • Forming new collaborations when feasible • Assist clients to secure SBIR funding 	<ul style="list-style-type: none"> • 50 businesses started by clients through advising services • Provide advising services at the ATMC, Biotech Incubator, Harvard I-Lab, Quincy Center for Innovation/co-working space, Entrepreneurship for All, Worcester Medical Ctr) • 600 clients serviced in Gateway cities • Collaborations with MOBD, MEP, Mass Life Sciences, MA Economic Development council, Mass Ventures, the Medical Device sector, WPI, Mass Development • SBIR contract awards
Economic Development Plan Alignment: Aligns with subcategory Expand our culture of innovation		
Support Growth to Scale	<ul style="list-style-type: none"> • Identify and pursue new funding sources consistent with MSBDC Network mission and purpose. • Provide advising to technology/high growth companies (expand SBIR initiative) • Help young technology/high growth companies to begin exploring global markets through the Massachusetts Export Center. 	<ul style="list-style-type: none"> • Financing obtained and jobs created by new technology/high growth companies through advising • Assisting new technology/high growth companies to launch • Expand export markets of emerging technology clients
Economic Development Plan Alignment: Aligns with subcategory Support growth to scale		

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